



## HARLEM LOCAL VENDOR PARTNER PROGRAM (HLVP)

Harlem Park to Park (HP2P) in partnership with Whole Foods Market (WFM), Columbia Harlem SBDC (CU), Harlem Community Development Corporation (HCDC) and Hot Bread Kitchen Incubates (HBKI) has launched a business accelerator program designed to provide local Harlem vendors with the opportunity to exhibit their products for Whole Foods Market foragers/buyers, Columbia University procurement representatives and other program procurement partners. The objective of the program is to provide a platform to assist local Harlem vendors/suppliers seeking to scale their businesses and successfully secure procurement contracts with program retail, restaurant and institutional partners. **To date, the HLVP program has assisted with securing supplier partnerships for twenty (20+) Harlem based vendors with retail and institutional partners including Whole Foods Market, Macy's, Fresh Direct and Columbia University Dining Program.**

Harlem Park to Park will conduct community wide outreach efforts each year to identify prospective local vendors for participation in the vendor incubator program. The vendor application process includes submission of detailed information regarding vendor companies and product(s). Qualified vendor requirements requested on the application are consistent with vendor standards required by program partners' vendor supplier program. Applications will be reviewed to ensure vendors meet standards required for program partner vendor supplier programs. **HP2P will conduct two (2) HLVP cohorts in 2018 from February to June; and August to December.**

Vendor candidates will be selected for participation in the HLVP five (5) month business accelerator program. Participation in the HLVP program is mandatory for vendors to be eligible for Buyer Appointments at HLVP vendor fairs. If accepted to the HLVP program, vendors will participate in three (3) HLVP vendor fairs and agree to pay the discounted vendor booth rate of \$150.

### **The HLVP program will include:**

#### **Mentoring Program**

Mentoring program designed to provide a vendor peer support system

- Monthly Vendor Peer Networking Events
- Attendance at one (1) or more Industry Vendor Trade Shows

#### **Business Education Program**

An intensive business education program designed by Columbia Business School. Comprised of five mandatory classes, vendors completing the program will receive a certificate from Columbia Business School.

- A minimum of five One on One Business Counseling Sessions with business advisors at Columbia Business School, to include but not limited to:
  - Business Model Development
  - Financial Management/Cash Flow Support

- Credit review, Financial Projections and Loan Packaging, if applicable.
- Marketing Assistance including Customer Engagement, Product Development, Pricing, Packaging, Promotion
- Evaluation of Operations Processes

### **Sales/Marketing Program**

Marketing Support to include but not limited to:

- Public Relations/Marketing
  - “Harlem Made” marketing/public relations campaign inclusion
- Vendor Fairs/Expos to exhibit and pitch products
  - Marketing and display advice

### **Business Development Program**

Business development opportunities to promote HLVP vendors and products

- Buyer/Distributor Appointments  
(Appointments will be available only to candidates completing all requirements for HLVP program)
- Support for in-store demos/sampling programs

### **Food Industry Support Program**

Food industry support including:

- Access to local commercial kitchen with equipment (additional requirements apply)
- Food Safety Education
- Food Product and Labeling Support

### **Funding Program**

Funding partner(s) to assist qualified HLVP vendors with working capital needs for company growth/expansion in the areas of:

- Product Development
- Manufacturing and Distribution
- Marketing and Promotions

**Vendors interested in applying for the HLVP Spring 2018 application period should visit [www.harlemparktopark.org](http://www.harlemparktopark.org). For a list of program partners and calendar of events, see attached.**



## HARLEM LOCAL VENDOR PARTNER PROGRAM

### FOUNDING PARTNERS

1. Harlem Park to Park
2. Whole Foods Market
3. Columbia University – Harlem SBDC
4. Hot Bread Kitchen Incubates
5. Harlem Local Development Corporation



## HARLEM LOCAL VENDOR PARTNER PROGRAM

### PROGRAMMING CALENDAR

#### NOVEMBER

November 15th Applications available at [www.harlemparktopark.org](http://www.harlemparktopark.org)

#### JANUARY

January 5<sup>th</sup> Application deadline

January 8<sup>th</sup> Applicants notified regarding application interview date

January 10<sup>th</sup> Application interviews

January 11<sup>th</sup> Application interviews

January 12<sup>th</sup> Application selection period

January 19<sup>th</sup> Vendors notified of application status

#### FEBRUARY

**TBD HLVP Vendor Orientation Meeting**

**TBD Building a Lean Business: Developing Your Business Model Columbia Business School**

**10:00 am-12:00 pm** - Introduction to the same innovative entrepreneurship principles currently taught to Columbia MBA students. Building a lean business ensures that vendors grow their enterprise concurrently while developing a scalable business model.

**12:00 pm - 2:00 pm** - Networking Lunch

**2:00 pm-5:00 pm** - Small Business Coaching (30 minute sessions-as individually scheduled)

#### MARCH

**TBD Harlem Vendor Exhibit/Buyer Fair TBD**

**TBD Finding Your Niche Market & Scaling Up/Panel Discussion Columbia Business School**

**10:00 am-12:00 pm** – Determining which distribution channels customers prefer: Specialty boutique, large retail, trade show, online, etc.)

**12:00 pm-1:00 pm**- Lunch (On your own)

**1:00 pm-5:00 pm** - Optional Sounding Board sessions with panelists; (30 minute sessions-as individually scheduled)

**TBD Small Business Finance 101 & 102 Columbia Business School**

**10:00 am-1:00 pm** - Small Business Coaching (30 minute sessions-as individually scheduled)

**1:00 pm -3:30 pm - Small Business Finance 101: Introduction to Accounting**

Vendors are introduced to basic finance terminology and budget categories; invoicing; accounts payable and receivable; determining comfortable trade limits; cash flow recording process; controlling finances; business projections; understanding financial statements and reports.

**4:00 pm-6:00 pm - Small Business Finance 102: Financing your Enterprise**

Vendors will assess appropriate loan amounts, create a financing structure, decide on investors and collateralize. Vendors will also learn about personal and business credit, private equity and alternative lending.

**TBD**      **Food Safety, Legal Compliance, Request for Proposals**      **Hot Bread Kitchen Incubates**  
(1590 Park Ave at 114<sup>th</sup> St)

**10:00 am-12:00 pm**

**Food Safety (for Food Vendors)**

**OR**

**Intellectual Property (for Designers/Product Vendors)**

**1:00 pm-5:00 pm** - Optional Attorney Consultations; (30 minute sessions-as individually scheduled)

**TBD**      **Small Business Marketing/Branding 101 & 102**      **Columbia Business School**

**10:00 am-1:00 pm - Small Business Marketing 101**

**1:00 pm - 4:00 pm - Working Lunch and Small Business Marketing 102**

Vendors will learn intensive techniques for conducting customer discover to ensure immediate success with their new ventures. They will learn the four P's of marketing with significant focus on product development and pricing.

**4:00 pm-5:30 pm - Final Presentations; Graduation/Conferral of Diplomas**

**APRIL**

**TBD**      **Vendor Networking Session**      **Hot Bread Kitchen Incubates**

**TBD**      **Best Practices for Success in Large Scale Retail/WFM**      **TBD**

**MAY**

**TBD**      **Harlem EatUp! HLVP Vendor Fair**      **TBD**

**TBD**      **Vendor Networking Session**      **TBD**

**TBD**      **Funding Your Business for Growth**      **TBD**

**JUNE**

**TBD**      **Shop Harlem Live Harlem Vendor Fair**      **St. Nicholas Ave/117<sup>th</sup> St**

**TBD**      **Vendor Networking Session**      **TBD**